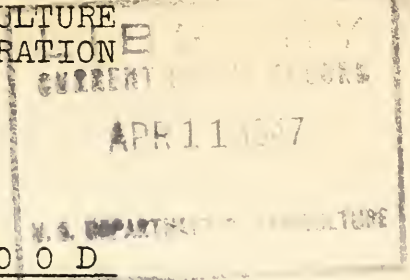


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1. 956
A218
Up 2

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York 7, New York



Y O U R F A M I L Y ' S F O O D

For the week of March 10, 1947

(Topics of the Week:

Grain Exports

Continued Need for Fat Salvage

Plentifuls

ANNOUNCER:YOUR FAMILY'S FOOD.....a public service broadcast presented by Station _____, in cooperation with the United States Department of Agriculture. These programs are designed to keep homemakers informed on factors affecting the daily food supply. At the microphone with me today is _____ representing the Production and Marketing Administration in _____. Say, _____, as March roared in like the traditional lion the other day I thought of something that I bet most of us have forgotten.

FMA: What was that, _____?

ANNOUNCER: The 80 percent flour.

PMA: Yes, of course. That seems like a ghost of the past. You're right, though, _____, it was on March 1 last year that millers began to make flour out of 80 percent of the wheat rather than the 72 percent we normally use.

ANNOUNCER: The whole campaign came back to me so vividly... how homemakers were asked not to waste bread, and to

SECRET
INFORMATION AND MATERIALS
AND SECURITY
1950
U.S. DEPARTMENT OF STATE

CONFIDENTIAL

1. The following information is being furnished to you for your information:

SECRET

CONFIDENTIAL

2. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

3. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

4. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

5. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

6. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

7. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

8. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

9. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

10. This information is being furnished to you for your information and is not to be distributed outside your office. It is to be kept confidential and is not to be used for any purpose other than that for which it was furnished. It is to be destroyed when it is no longer needed for the purpose for which it was furnished.

ANNOUNCER: substitute other foods whenever possible for wheat
(continued) products.

PMA: Yes sir. It was an all-out effort to conserve just as much wheat and flour as possible, so that we could ship it overseas to the starving people in war-ravaged countries. Of course, we not only sent wheat, flour and other grains, but many kinds of dried and canned foods that were donated by individuals and organizations.

ANNOUNCER: We did a pretty good job of helping to fight hunger overseas last year, but how do things look today?

PMA: Not too good. Again it's a question of trying to feed hungry folks in the northern hemisphere until the next harvest. In fact, the next few months are expected to be the most critical...just as they were last year. The amount of grain the United States exports this spring will be very important. Our grain shipments will probably determine whether there'll be a repetition of the desperate times so many people had to endure last year.

ANNOUNCER: We haven't fallen behind in our grain shipments, have we?

PMA: Far from it. As a matter of fact, the Cabinet Committee on World Food Programs recently reported to President Truman on that very subject. The members of the Committee, of which Secretary of

• • • • •

•

1

PMA: Agriculture Anderson is chairman, declared that if we
(continued) keep up our present rate of shipments, we will have met our June 30 goal by the end of April. That goal is 400 million bushels of grain and flour.

ANNOUNCER: Say, that sounds like a cheer for our side. Of course, I realize that we shouldn't stop at the 400 million mark.

PMA: No, indeed. The committee feels very strongly that every possible effort must be made to see that we go as far beyond the original goal as we can during May and June. Every ton of grain we can export will mean a day's bread supply for over 4,000 people at present ration levels.

ANNOUNCER: I suppose we are still shipping more wheat and flour than any other grains.

PMA: Yes. Wheat and flour make up the largest part of our total "food grain" shipments. Wheat is the cereal most in demand among people of foreign countries. It's the grain they are best equipped to handle, and the one from which they get the most food value. Besides wheat, we're sending other grains, such as corn, grain sorghums, oats, and barley.

ANNOUNCER: Just how is the United States paid for all the grain it ships abroad?

PMA: Either the importing countries themselves or UNRRA pay for all the grain and flour the Government has purchased and exported. Of course, we pay for the supplies we distribute in occupied areas, such as Japan, and the American zones in Germany and Austria.

ANNOUNCER: Does that mean, then, that most of the grain exports have been handled by the Government?

PMA: Only in the case of wheat. In order to meet procurement and shipping schedules, large volumes of flour, corn, and other grains are being handled through commercial trade channels. The cooperation of these trades, incidentally, has been highly important in meeting our grain commitments.

ANNOUNCER: I suppose we'll have to continue sending grains abroad next year, also.

PMA: All indications are that large amounts of United States cereals will be needed in the next marketing year. Our 1947 winter wheat crop is estimated to be a record breaker. Therefore, it's not only possible, but very desirable from the point of view of a market for American wheat producers, that we plan early exports of this new crop.

ANNOUNCER: That sounds like a happy combination from all sides. By the way, _____, I'd like to back up a bit in our discussion if you don't mind.

PMA: Not at all. What's troubling you?

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

... ..
... ..
... ..

ANNOUNCER: It's not me, but I was thinking some folks may be wondering why we're sending grain to our former enemies.

PMA: A very good point. One reason, to put it bluntly, is that it's a question of either more food or more soldiers. Hunger breeds unrest and discontent, to say nothing of disease. Grain shipments that go to Germany and Japan are just barely enough to insure the minimum rations necessary to keep order, to preserve health, and to permit essential work to be done. Also, food is an important tool in putting our former enemies back on a self-sustaining basis...which is one of the objectives of our occupation forces.

ANNOUNCER: Well, it's plain to see that food is just as important a weapon in winning the peace as it was in winning the war.

PMA: Yes. It's true that an army marches on its stomach, and it's equally true that food is one of the best cementers of real peace. Food builds health, and health is one of the best antidotes for the kind of dissatisfaction that breeds war.

ANNOUNCER: Sometimes I think the most critical phase of World War Two is still ahead of us.

PMA: There's no doubt that we still have some of its most serious problems facing us.

ANNOUNCER: We certainly do. And to mention one of those closest

THE

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

ANNOUNCER: to us...just take the fats and oils shortage that
(continued) grew out of the war. It's still very much with us.

PMA: That's right. Fats and oils supplies both here at home and abroad are still far below prewar levels.

ANNOUNCER: Just what are the causes behind this continued shortage, _____?

PMA: Well, here in the United States the 1946 crop of cotton, from which we get cottonseed oil, was the lowest since 1895. Our lard supplies are also expected to be lower this spring and summer, because the fall pig crop was reduced by 11 percent.

ANNOUNCER: What about the other domestic oil crops...soybeans and peanuts?

PMA: The outlook for them is bright. But the reductions in cottonseed oil and lard pulls the total supply down below what we'll need.

ANNOUNCER: And I suppose our imports are still far below prewar.

PMA: They're picking up, but they're still a long way from normal. It is good news, though, that we're back on a net import basis for the first time since 1942.

ANNOUNCER: You mean we're importing more oil than we're shipping out?

PMA: That's right. The only trouble is that our imports

PMA: are still only about half the amount they were before
(continued) the war. Though we'll get almost a normal supply of
copra for coconut oil, from the Philippines, we don't
expect much from Java or Sumatra in the East Indies.

ANNOUNCER: Don't we normally get quite a bit of Argentine flax-
seed for linseed oil?

PMA: Yes, usually. This year, however, Argentine flaxseed
is needed in European countries...so we'll have to
share that. India won't be able to send us much oil
this year, for it's needed there to fill increased
demands.

ANNOUNCER: What about whale oil?

PMA: That's limited, too. Under international agreement,
production must be held down to 60 percent of the
prewar level.

ANNOUNCER: Well, with less fats and oils coming from domestic
sources and not enough coming from imports, it seems
to me that the American kitchen is still a vitally
important source of supply.

PMA: Very definitely. American homemakers must continue
the noble job started during the war.

ANNOUNCER: Incidentally, do you have any idea how much fat was
saved from the time the campaign began?

PMA: I'm glad you asked me that, for the American Fat
Salvage Committee recently released those figures.

PMA: From the time the campaign started, back in August,
(continued) 1942 to January of this year, nearly 740 million
pounds of waste fats were saved.

ANNOUNCER: Wow! ... 740 million pounds. Man! That's a lot of
fat.

PMA: It certainly is. Why do you know that's an average
of 450 thousands pounds a day?

ANNOUNCER: Well, say, if we could save all that fat during the
war when meat was rationed, and right through the so-
called meat famine, I should think we could do even
better than that now.

PMA: There's more meat available now from which to save the
drippings. And edible fats are now more plentiful,
so that less bacon drippings will be needed for re-use
in cooking. More fats certainly should be turned in to
butchers.

ANNOUNCER: I understand most butchers are now paying higher prices
per pound for used fats than they were a few months ago.

PMA: That's right. Why around here house. are getting
from _____ to _____ cents per pound. In-
cidentally, if you don't know where to sell your used
kitchen fat, just get in touch with any of our County
Agricultural Conservation offices. We'll give you a
list of the stores that buy used fat.

ANNOUNCER: And if a butcher has trouble getting the used fat he's bought picked up, should he call or write to the County Agricultural Conservation office, also?

PMA: Yes. We'll try to find out why the renderer didn't collect it, and get things straightened out.

ANNOUNCER: Assuming things run smoothly, after the renderer takes it off the butcher's hands, what does he do with the used fat?

PMA: As his name implies, he renders or processes the fat... removes the impurities, water, and so on...then he sells it to the industrial users...such as the soap makers.

ANNOUNCER: From that little tale, it's easy to see that the homemaker is really the heroine of the plot. Without her used kitchen fats there'd be no story.

PMA: . Yes. And homemakers are still counted on to do a good job. Conditions for continued fat salvage are favorable. There's more meat available than during the war, and butchers are paying more money per pound for all used fat turned in to them. Since fats and oils are still scarce, homemakers must help increase the supply of inedible fats for industrial uses.

ANNOUNCER: Well, if "the past is prologue" I'm sure they'll do an excellent job. And now going from the scarce to the plentiful items on today's agenda, what have you lined up in the way of abundant fruits and vegetables?

PMA: Well, lettuce is becoming more plentiful. No excuse for not having our daily quota of salads. Cauliflower, and cabbage are abundant on most markets, too, these days. The root crops --- turnips, carrots, and sweet-potatoes are also holding their own, along with onions.

ANNOUNCER: And what about the mighty spud?

PMA: Well, some of the markets didn't report potatoes in the plentiful class, though I'm sure most homemakers will have no trouble getting what they need.

ANNOUNCER: Got any other vegetables on your mind?

PMA: Nope, that just about does it.

ANNOUNCER: That sounds like a pretty good variety. Now suppose we try the fruit angle?

PMA: That's rather limited this week. Apples and grape-fruit are the only two that are generally plentiful throughout the Northeast.

ANNOUNCER: And our time is rather limited, too, now. I'll just say thanks for being with us today, _____. Our guest today was _____ of the office of the Production and Marketing Administration. Tune in again next _____ to another edition of YOUR FAMILY'S FOOD.

